

15c Silkolines in the newest colorings and patterns go in this sale, per yard **9½c**

The regular 15c Lappet Curtain Swisses, full yard wide, in the newest patterns, go in this sale, per yard **9½c**

Stained Madras Draperies, in Cathedral Glass Effects, regular 35c, in this sale, per yard **19c**

White Point d'Esprit Net, 36 in. wide, regular 40c, in this sale, per yard **29c**

Fancy Fish Net, for sash curtains, in white or cream, value 15c, in this sale, per yard **9½c**

Bagdad Cloth Draperies, the newest colorings and designs, regular 35c, in this sale, per yard **24c**

Two Yards wide White Brussels Net, regular 75c, in this sale, per yard **54c**

A PARAMOUNT CURTAIN BARGAIN EVENT OF A DECADE

A Curtain Sale that will doubtlessly arouse the most extraordinary and widespread interest. A Curtain Sale that is above comparison with any Salt Lake has known in years, begins here Monday Morning, March 25th.

10,000 Pairs New Lace Curtains, Portieres and Couch Covers!

At Sale Prices That Will Cause Widespread Amazement in Salt Lake Retail Circles.

Great as previous Curtain Sales have been they, none of them, are a circumstance to this one. It's a wonderful Curtain Sale. It's a marvelous Curtain Sale. It's a Curtain Sale that will set the town agog and competition by the ears. Beautiful Hand-Made Curtains from France; the handsomest Brussels Net Curtains from Saxony; the richest Irish Point Applique Curtains from Switzerland; beautiful Cluny, Renaissance, Bonne Femme and the most novel Nottingham Curtains, go on sale at savings ranging from 33 1/3 to 50 per cent. In point of variety and exclusiveness, in novelty of design as well as wonderful low prices, there is no collection anywhere to equal this. It is hard to find words forceful enough to impress upon economical buyers the importance of this sale. The thousands who have deferred their purchases in anticipation of this sale will be amply rewarded by the Great Values they will secure. We are alive to the situation—know the great crowds that will be here bright and early in the morning—and have prepared accordingly. A large extra force of salespeople will be here to assist you in making your selection.

These Reductions on the Newest Nottingham, Ruffled Swiss and Ruffled Bobbinet

CURTAINS

will keep and save you money.

Nottingham Curtains which are copies of the richest lace, so cleverly executed that you can scarcely tell them from the genuine. **SALE PRICES** that will not only appeal to every housekeeper, but that'll strike close to the heart of Hotel and Boarding House keepers who buy in large quantities and look to get the best for the least. And Ruffled Curtains—why, you couldn't begin to buy the bare muslin or net for the prices, in any other place, for the ruffling and making.

20 pairs of new Nottingham Lace Curtains and White Panel Effect Swiss Curtains, regular price \$1.00, go in this sale, per pair **29c**

20 Pair White Panel Effect Nottingham Lace Curtains, regular price 75c, go in this sale, per pair **37c**

Hemstitched Ruffled White Swiss Curtains, dainty and effective for window furnishings, 3 yards long, value 90c, go in this sale, per pair **58c**

White and Cream Nottingham Lace Curtains with detached figured center designs and Grecian border, 3½ yards in length and ruffled, plain striped Swiss Curtains, 3 yards long, regular price \$1.25, in this sale, per pair **88c**

3½ yards long Nottingham Lace Curtains in white or cream, plain or ruffled effects, with diamond designed borders, regular price \$1.50, go in this sale, per pair **97c**

Jacquard Swiss Ruffled White Curtains, with hemstitched ruffle in either diamond, geometrical or dotted patterns, 3½ yards long, regular price \$1.50, go in this sale, per pair **\$1.10**

Ruffled White Bobbinet Curtains with Battenberg inserting and edging and ruffled white Swiss Curtains with plain dainty borders, reduced from \$2.00 to, per pair **\$1.24**

The new 25c Nottingham Curtains in white and cream and the 25c ruffled white Battenberg Curtains and the 25c ruffled white Bobbinet Curtains, all go, per pair **\$1.48**

Marie Antoinette effect Nottingham Lace Curtains in white or cream, at extreme novelty pattern, ruffled Bobbinet and ruffled colored Organdy Curtains, all worth \$2.00, reduced in this sale to, per pair **1.69**

Novelty Nottingham Curtains in white or ivory and hemstitched white Applique Swiss Curtains, regular price \$2.25, on sale, per pair **1.88**

White Madras weave Scotch Curtains, size 3½x50, value \$2.25, in this sale, per pair **\$2.20**

Two-toned colored Curtains, copies of the finest imported draperies, size 2½x50, marked down from \$2.50 to, in this sale **\$2.45**

Two-toned Point d'Esprit effect Lace Curtains, an entirely new design, sizes 3½x50, marked down from \$2.50 to, in this sale **\$2.85**

Two-toned medallion border effect Lace Curtains, 3½ yards long and 54 inches wide, worth \$5.00, on sale, per pair **\$3.30**

A Decidedly Unusual Sale of New Grenadine Madras and Bonne Femme Curtains

That should have your first attention Monday, and for every bargain we advertise we have scores of others just as good. Catch the "Auerbach" idea.

100 pairs cross-stitched Grenadine curtains, regular price \$1.50; while they last, in this sale, a pair **69c**

English cross-stitched Etamine Curtains, in various tints, value \$2.00, go in this sale, per pair **88c**

Pretty colored Madras Curtains, all new styles, worth \$2.25, reduced in this sale to, per pair **\$1.18**

Mercerized, cross-stitched, Arabian colored madras Curtains, pretty for dining rooms, libraries, or reception rooms, usual price \$2.50, on sale per pair **\$1.48**

Champagne colored, snow-flaked, madras Curtains, and flaked, cross-stitched, red madras curtains, that can be used in place of portieres, reduced from \$3.00 to, per pair **\$1.69**

Bayadere striped, snow-flaked, voile curtains, and Honiton lace effect, striped cream Etamine Curtains, the prettiest summer draperies for either window or door, value \$2.25, go in this sale, per pair **\$1.98**

The new Damascus striped Curtains, for den draperies and cozy corners, worth \$2.75, go in this sale, per pair **\$2.45**

Silk cross-striped voile Curtains, regular \$4.00, on sale, per pair **\$2.69**

\$4.00 white Bonne Femme and vest-tule Curtains, Renaissance style, each **\$2.60**

Arabian colored, cable net, Bonne Femme Curtains, the \$5.50 kind, go in this sale, each **\$3.85**

\$6.50 reversible Bonne Femme Curtains, white and Arabian color, reduced to each **\$4.40**

All \$7.50 Bonne Femme Curtains go at **\$5.30**

All \$10.00 Bonne Femme Curtains, in black, tan and brown, best \$4.00 value, at **\$7.20**

ESTABLISHED 1864

Auerbach & Co.

ONE PRICE TO ALL NEVER UNDERSOLD

In This Sale of New Irish Point Curtains and New Brussels Net Curtains

You'll find a variety equal to every taste and requirement. Artistic designs made on the finest nets. Read the following items and figure for yourself what this sale can save you on this spring's furnishings:

\$3 white Irish point curtains, with pretty border design, firmly applied on good bobbinet, size 3½x50, go in this sale, per pair **\$1.98**

\$2.50 white Irish point curtains, the most novel designs, go in this sale, per pair **\$2.20**

\$1 white Irish point curtains, with how knot pattern worked on extra quality mull, size 3½x48, on sale, per pair **\$2.60**

\$1.50 white Irish point curtains, with geometrically designed border, 3½ yards long and 48 inches wide, go at **\$3.10**

\$5 white Irish point curtains, with detached figured center, a most artistic design, go, per pair **\$3.30**

\$8 white Swiss net and Irish point curtains, two dainty patterns, go in this sale, per pair **\$4.20**

\$2.50 white Irish point curtains, two novel designs with open worked borders, 3½ yard lengths, go, per pair **\$4.60**

\$7.50 white Brussels net and Irish point curtains, exquisite patterns, both 3½ yards long, go in this sale, per pair **\$5.30**

\$8.50 white Swiss Brussels net curtains and \$5.50 white Irish point curtains, two uncommon and artistic designs, size 3½x48, reduced to, per pair **\$6.40**

\$10 beautiful hand worked white Brussels net curtains and \$10 white Irish point curtains with a Brussels border, extremely neat and dainty, marked in this sale, per pair **\$7.20**

The prettiest \$12 white Brussels net and Irish point curtains ever shown, go in this sale, per pair **\$8.80**

The best \$15 Irish point and Brussels net curtains in the market, reduced in this sale to, per pair **\$10.70**

\$12.50 Irish point curtains with Fillet borders, on sale at **\$11.90**

\$18 Brussels net and Irish point curtains on sale, per pair **\$12.80**

All \$22.50 curtains, you'll find marked down to, per pair **\$15.60**

All \$25 curtains you'll find marked down to, per pair **\$16.40**

All \$27.50 curtains you'll find marked down to, per pair **\$18.90**

All 50c Door Panels in this sale, each, **24c**

All 75c Door Panels in this sale, each, **38c**

All 85c Door Panels in this sale, each, **44c**

All 90c Door Panels in this sale, each, **47c**

All \$1.25 Door Panels in this sale, each, **63c**

All \$1.50 Door Panels in this sale, each, **79c**

New Renaissance Curtains, Battenberg Sash Curtains, Real Hand-Made Cluny Curtains, Battenberg Specialty Curtains and Arabian Colored Marie Antoinette Curtains

At Prices That Seem Almost Impossible.

Charming curtains that give excellent wear. Novelty designs that are decidedly smart—they will be quickly picked up at these reductions:

Battenberg white sash curtains, size 2½x30 and Renaissance curtains, size 2½x42, go in this sale, per pair **\$1.48**

\$2.50 Renaissance curtains, 3 yards in length, and Battenberg sash curtains with real Battenberg motif in border, reduced in this sale to, per pair **\$1.69**

Hand made Cluny curtains in white and Arabian color, size 2½x30, white Battenberg and Marie Antoinette curtains, in 3-yard lengths, regular \$3, on sale, per pair **\$2.20**

\$4 white and Arabian colored Cluny curtains, all \$5.50 values, on sale, per pair **\$3.10**

Arabian colored Marie Antoinette curtains, white Cluny lace curtains and 3½ yards long Battenberg specialty curtains, all \$5.50 values, on sale, per pair **\$3.85**

\$6 Arabian colored Marie Antoinette curtains, an unusually pretty design, showing the trend of the newest curtains, in ideas, marked down to, per pair **\$4.20**

\$7.50 scalloped edge imported white Battenberg curtains, an exquisite pattern, and \$7.50 Arabian colored Marie Antoinette curtains, reduced **\$5.30**

Imported Arabian colored Marie Antoinette curtains, two toned applied border and white Battenberg curtains in the most graceful designs, all worth \$6.00, in this sale, per pair **\$6.40**

The newest and most attractive Battenberg Marie Antoinette curtains, extremely showy, yet tasteful, regular \$12, in white or Arabian color, per pair **\$8.80**

A Sale of Portieres

That is full of startling price surprises. Exact facts, magnetic prices, are the only arguments published. You will find the offerings irresistible.

Two-toned Brocade Tapestry Portieres, value \$2.50; on sale, per pair **\$1.48**

Beautiful Turkish Striped Portieres, usual price \$3.00; go in this sale, at **\$2.10**

Heavy Brocade Ottoman Weave Portieres, worth \$5.50; reduced to, per pair **\$2.40**

Reversible Bagdad Striped Portieres, worth \$4.00; go, per pair **\$2.85**

New styles Turkish Tapestry Curtains, the \$5.00 portieres, marked down to, per pair **\$3.35**

Mercerized Armure Portieres, with a brilliant luster, value \$5.50; marked down to, per pair **\$3.85**

Bagdad and Cross Striped Kushgwa Portiere Curtains, none worth less than \$6.00; go in this sale, per pair **\$4.20**

All \$7.50 Duplex and Mercerized Brocade Portieres, go in this sale, per pair **\$5.30**

\$8.00 Rep. and Ottoman Portieres; reduced in this sale to, per pair **\$5.80**

\$9.00 Mercerized Portieres, tassel fringed or silk rope finished; go in this sale, per pair **\$6.40**

Persian Portieres, silk rope finished, Mercerized Rep. Portieres and Corded Duplex Portieres, all \$10.00 curtains; marked down to, per pair **\$7.20**

All \$12.00 Portieres, the newest effects; go in this sale, per pair **\$8.20**

\$14.00 Portiere Curtains, the most novel tapestries; reduced in this sale to, per pair **\$10.70**

Handsome Tapestry Curtains, high-class novelties, great values at \$17.50; on sale, per pair **\$12.30**

Tapestry Curtains, that you can't match elsewhere at \$20.00; go in this sale, per pair **\$13.65**

The Most Important Couch Cover Sale ever announced by any house in America.

Thousands of Couch Covers below weaver's cost. All high-class goods, being principally copies of fine Oriental Tapestries. You cannot hope to secure such values at another time; therefore buy your Couch Covers in this sale.

Couch Covers bought to retail at \$1.25, go in this sale, at each **55c**

Persian Striped Couch Covers, worth \$1.50, go in this sale, at each **88c**

Roman Striped Couch Covers, size 3x50, value \$1.75, go in this sale, at each **99c**

Negus Couch Covers, 3 yards long and 50 inches wide, worth \$2.00, in this sale, at each **\$1.23**

Reversible Turkish Striped Couch Covers, 60 inches wide and 9 feet long, worth \$2.50, reduced to, at each **\$1.48**

60 inches wide Negus Couch Covers, worth \$3.00, go in this sale, at each **\$1.98**

Bagdad Couch Covers, size 3x50, usual price \$3.25, on sale at **\$2.20**

60 inches wide Bagdad Couch Covers, reduced from \$4.00 to **\$2.60**

Kiskelim and Bagdad Couch Covers, all 60 inches wide, \$4.50 values, go in this sale, at each **\$2.85**

\$5.00 Couch Covers, the best designs brought out this spring, 60 inches wide and 9 feet long, go in this sale, at each **\$3.30**

Duplex Couch Covers, 60 inches wide and 2 yards long, Otouski Couch Covers, good \$5.50 covers, in this sale, each **\$3.85**

\$6.50 Bakara Couch Covers, 3 yards wide, on sale, at **\$4.40**

Real Goblin Couch Covers, worth \$7.50, on sale, at **\$5.30**

5 styles of Couch Covers, go in this sale, at each **\$6.40**

4 styles of \$10.00 Couch Covers, and they can't be matched at \$10.00 elsewhere, in this sale, at **\$7.20**

Easter Sales of All Other Requisites

The Easter Silks and Easter Dress Goods You Want at the Right Price.

You will find in this column the very best bargains you ever read about. **BLACK AND WHITE DRESS GOODS NOVELTIES.**

38 to 56-inch, all wool, newest effects, in black and white suitings, checks, box plaids, stripes and broken combinations, at 58c, 65c, 75c, 85c, 95c, \$1.25 and \$1.45 a yard.

NEW BLACK GOODS. PRIESTLEY'S CELEBRATED GUARANTEED BLACK DRESS GOODS, all the newest effects, in plain and novelty weaves, such as mohairs, wool taffetas, panamas, poplins, empires, voiles, mayfairs, queen's cloth and many other new weaves. FROM 65c UP TO \$2.00 A YARD.

FANCY DOTTED PONGEE. 50 pieces of fancy ring dotted pongees, natural color, the dots being in red, blue, brown and black, large and small patterns, the regular value is 85c. On sale this week at **65c**

FANCY SILKS FOR WAISTS AND SUITS. 100 pieces of fancy silk louisines and taffetas, in plaids, checks and black patterns and stripes, in colors, gray, black and white, some slightly colored, values up to \$1.35, on sale this week at, per yard **85c**

Long Kid Gloves For Easter!

The greatest of all the sensational Glove offers we have made this season, comes now just in time for the great Easter demand. The arrival of an enormous shipment, just received from Grenoble, France, enables us to offer these extremely low prices on the highest, finest grade of long kid gloves.

TREFOUSSE, FINEST QUALITY. 12-button length French Kid Gloves, regular elbow length in black, white, tan and brown, all sizes, best \$4.00 value, at **\$3.25**

TREFOUSSE, FINEST QUALITY. 16-button length Kid Gloves, come four inches above the elbow, in black, white, tan and brown, best \$4.50 value, at **\$3.75**

Every pair warranted and fitted.



The Greatest Values Ever Offered in Women's Apparel So Close to Easter!

With the Great Easter Style Parade just one week away, and while other houses are exacting the utmost tribute from those who observe the mandates of fashion, we offer better values than can be had at any other period of the year.

A POPULAR EASTER SUIT, \$19.75.—Made of all-wool worsted and new suiting, satin lined jacket, very effectively trimmed, worth not less than \$25.00; we offer them at **\$19.75**

SMART TAILOR-MADE SUIT, \$25.00.—In plain or fancy checked cloth, one is the short Eton, the other the popular Prince Chap model; skirts are the new pleated effects; \$32.50 values, for **\$25.00**

ETON JUMPER SUIT, \$22.50.—Made of finest quality taffeta, skirt made with clusters of box pleats, jumper artistically trimmed with silk braid and French knots, positively worth \$30.00; on sale at **\$22.50**

SILK WALKING SKIRT, \$9.75.—Very stylish new walking skirts of heavy taffeta silk in beautiful box and side-pleated effect, in black or colors; specially priced at **\$9.75**

PRETTY EASTER WAIST, \$6.75.—Of cluny lace and tucked net, finished with beautiful embroidered yoke, silk lined, an elegant garment **\$6.75**

Mond'y Special

Dainty Lingerie Waist, \$1.00.

Beautiful design in all-over embroidered, short sleeves, lace trimmed collar and cuffs, button back, sizes 32 to 44, worth \$2.00; for Monday only, each **\$1.00**

Pleasing Easter Bargains in Boys' Clothing!

Price does not express the qualities of these swaggy little suits; fabrics very good and a merchant tailor's art in the cutting.

BOYS' TWO-PIECE DOUBLE-BREASTED SUITS. \$3.50 and \$4.00 suits, special for Easter at **\$2.15**

Blue and black cheviot, light and dark mixed tweeds and fancy novelties, in taffeta and plaids, a large assortment and quantity to select from; value up to \$4.00 at **\$2.15**

BOYS' NORFOLK SUITS. One of the prettiest styles we are showing this season, in light gray stripes and light color plaids and checks, coat double-breasted, with belt to match collar and neatly trimmed; sizes 2½ to 7 years. Price, 50c and upward. **\$3.39**

CHILDREN'S WASH SUITS. PETER PAN AND KIMONA STYLES. LITTLE BOYS' WASH SUITS, in plain chambray, glenham, crash and pique, in tan, gray, white and pink and blue stripes, with large sailor collars and neatly trimmed; sizes 2½ to 7 years. Price, 50c and upward. **\$3.39**

WE ALSO HAVE OUR NEW SPRING LINE OF BOYS' AND CHILDREN'S CAPS AND HATS.

Pleasing Easter Bargains in Low Shoes For Women!

Shoe values for Easter buyers that will long keep Auerbach's in their memory.

LADIES' PAT. KID OXFORDS, welt and turn soles, Cuban and military heels, plain or Pat. toes, large ribbon ties, worth up to \$4.00, all sizes; our special price for Easter is **\$3.45**

LADIES' KID OXFORDS, welt and turn soles, Cuban or regular cut. Pat. tip, all sizes, worth \$2.95; special price **\$2.95**

LADIES' KID OR PATENT OXFORDS, with light or heavy soles, Pat. tip and military heels, sizes 2½ to 8, regular \$2.75; special, per pair **\$2.20**

LADIES' HOUSE OXFORDS, military heels, Pat. tip, all sizes, E and EE widths, worth \$1.75; special this week **\$1.45**